

### **REMARKS**

Claims 1-12 are pending in the application. Claims 1-12 stand rejected. Claims 1-10 and 12 have been amended. New claims 13-19 have been added to the application. In view of the following, all new and rejected claims are in condition for allowance.

### **Objections to the Specification**

A reference to the prior application from which priority is claimed has been added to the specification.

The title of the application has been amended in accordance with the Examiner's suggestion.

A replacement abstract according to the Examiner's suggestion is included with this paper.

### **Rejection of Claims 3-5 and 7 Under 35 U.S.C. 112**

Claims 3-5 and 7 have been amended according to the Examiner's suggestion and are now in condition for allowance.

### **Rejection of Claims 1-12 Under 35 U.S.C. 102(e) As Being Anticipated By DiRienzo**

#### **Claim 1**

Claim 1 recites categorizing a good or service by at least one term describing a characteristic of the good or service and searchable by a first entity.

For example, referring, *e.g.*, to page 9, lines 3-18, of the present specification, a prospective bidder may enter search criteria for parameters (*e.g.*, phase, therapeutic area, *etc.*) pertaining to a particular clinical study of interest. A web server receives the search criteria and, in response, provides the bidder with a web

page describing clinical studies available for bid and corresponding to the search criteria.

DiRienzo, on the other hand, fails to teach a searchable term describing a characteristic of a good or service. For example, Chen, at, *e.g.*, FIG. 6 and col. 11, lines 50-58, discloses a system including a device for facilitating interactive bidding by patients and diagnostic service providers regarding fees to be charged by the participating diagnostic service providers for the reading of one or more digital medical images from a database, whereby the system functions as an open electronic marketplace for the reading of digital medical images. However, in no manner does DiRienzo teach or suggest searchable terms describing a characteristic of the images or image reading.

#### **Claim 10**

Claim 10 recites updating to a browser a measure of time remaining in a bidding cycle.

For example, referring, *e.g.*, to FIG. 4 and page 17, lines 3-8, of the present specification, a computer site displays data including time remaining in a bidding cycle.

DiRienzo, on the other hand, fails to teach updating to a browser a measure of time remaining in a bidding cycle. For example, DiRienzo, at, *e.g.*, FIG. 6 and col. 23, lines 44-58, discloses a system displaying the time at which a medical image to be analyzed is received by clearing-house computer. However, in no manner does DiRienzo teach or suggest updating to a browser a measure of time remaining in a bidding cycle.

#### **Claim 12**

Claim 12 is patentable for reasons similar to those discussed above in connection with claim 1.

**Claims 2-9 and 11**


Claims 2-9 and 11 are patentable by virtue of their respective dependencies from claims 1 and 10.

**CONCLUSION**

In view of the foregoing, claims 1-16 are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested. If the Examiner believes that a telephone conference would expedite prosecution of this application, please telephone the undersigned at 425.455.5575. In the event additional fees are due as a result of this amendment, you are hereby authorized to charge such payment to Deposit Account No. 07-1897.

Respectfully submitted,  
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